

SIMONE GIOSTRA & PARTNERS | WIRELESS GENERATION - OFFICE EXTENSION | May 02, 2011

PRIVACY vs SHARING

At the scale of the workstation, the type of enclosure and its level of flexibility, as well as direction of seating, greatly determine the focus and dynamic of the workplace.

01 | DESIGN PARAMETERS

58" HIGH WALL

42" LOW WALL

29" TABLE



COLLABORATIVE vs INDIVIDUAL

The way workstations are integrated will determine the nature of the team space, varying from open environments for communication (left) to dynamic places for creativity (right).

02 | DESIGN PARAMETERS



SPATIAL IMPLICATIONS

Ultimately, the type of workstation and general layout have a large impact on the spatial quality of the office and the way the company is perceived by its employees and customers.

03 | DESIGN PARAMETERS

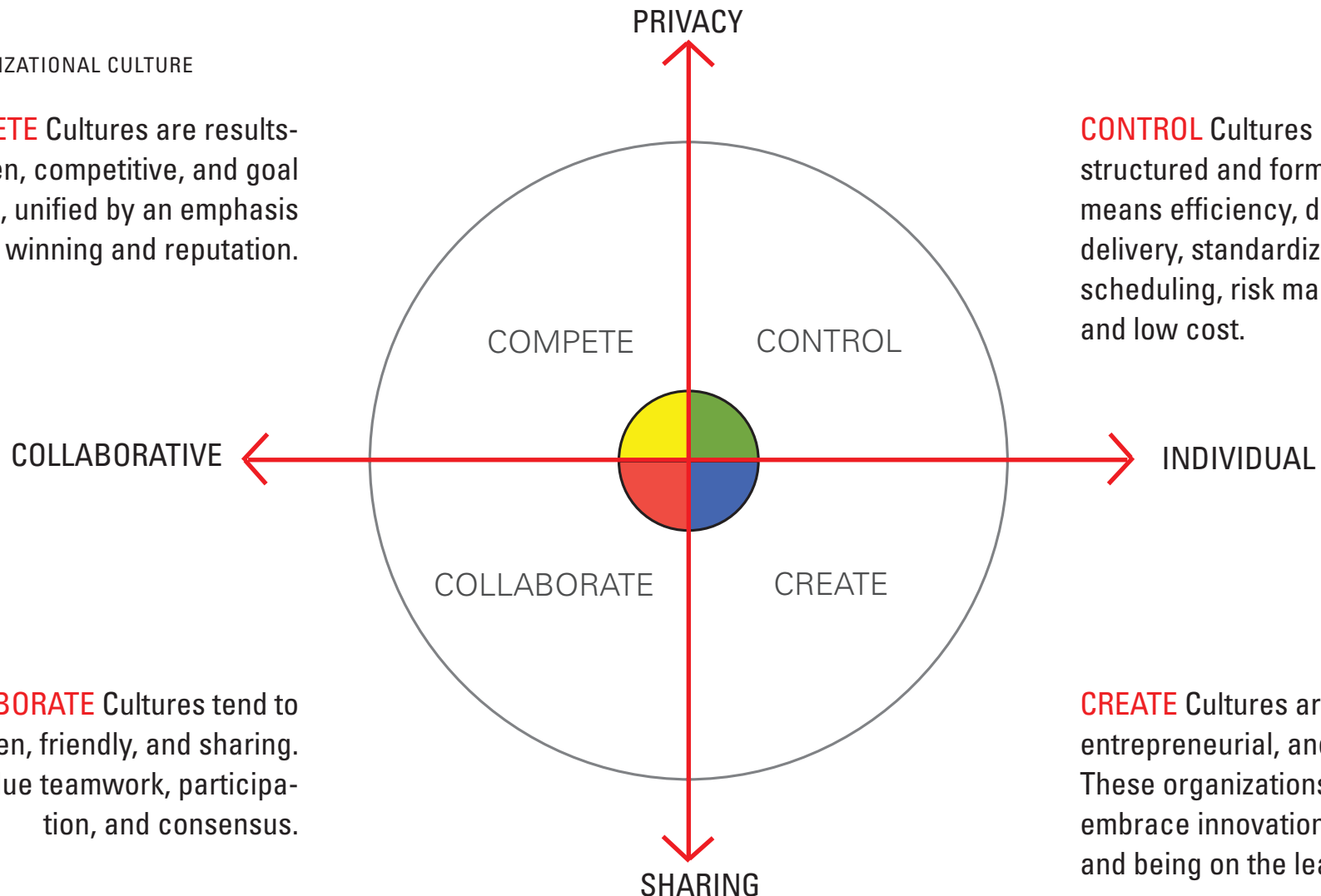


Organizational culture is the sum of the values, leadership styles, procedures, goals, and many other characteristics that make an organization unique. It is a subtle, yet powerful, undercurrent that guides worker behavior at an unconscious level.

04 | ORGANIZATIONAL CULTURE

COMPETE Cultures are results-driven, competitive, and goal oriented, unified by an emphasis on winning and reputation.

CONTROL Cultures are more structured and formal. Success means efficiency, dependable delivery, standardization, smooth scheduling, risk management, and low cost.



COLLABORATE Cultures tend to be open, friendly, and sharing. They value teamwork, participation, and consensus.

CREATE Cultures are dynamic, entrepreneurial, and creative. These organizations or groups embrace innovation, risk-taking, and being on the leading edge.

PRIVACY



05 | ORGANIZATIONAL CULTURE



COLLABORATIVE



INDIVIDUAL



SHARING

06 | WORK STATION

PRIVACY



CONTROL | hierarchy

Do things right

- A structured environment
- Formal policies
- Efficiency-minded



COLLABORATIVE



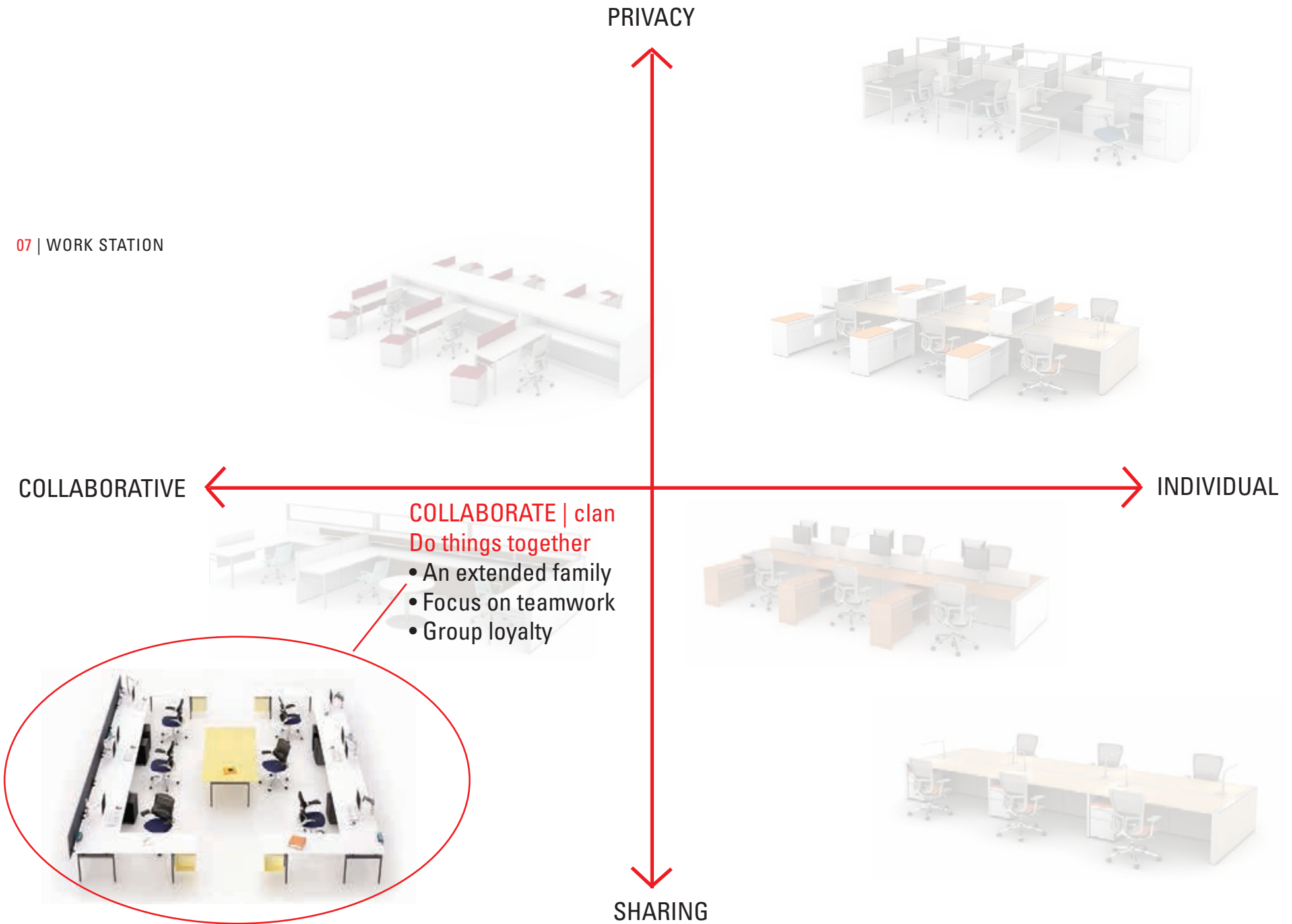
INDIVIDUAL



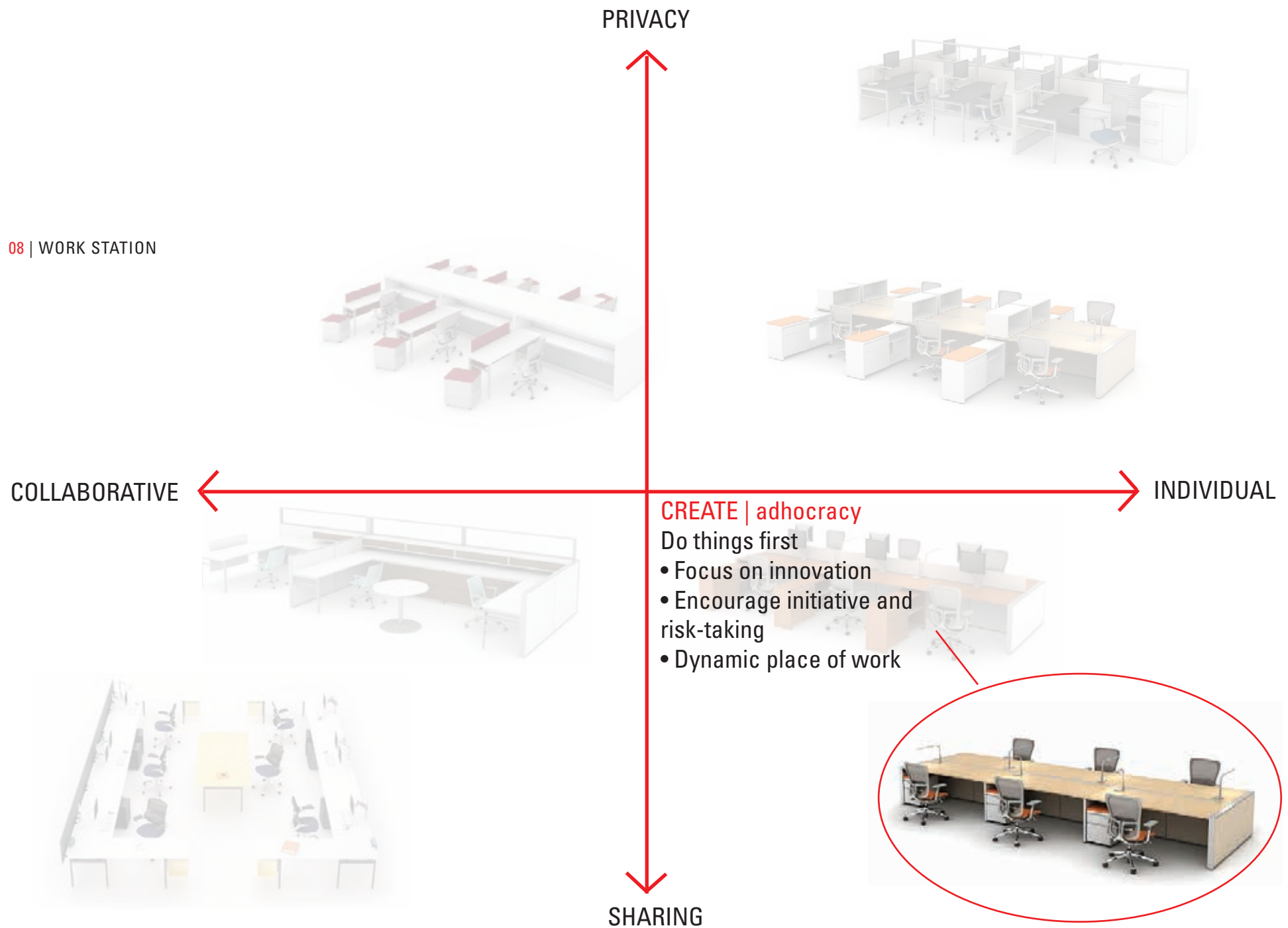
SHARING



07 | WORK STATION



08 | WORK STATION



COMPETE | market

Do things fast

- Emphasis on winning
- Results-oriented
- Outpace the competition

PRIVACY



09 | WORK STATION



COLLABORATIVE



INDIVIDUAL



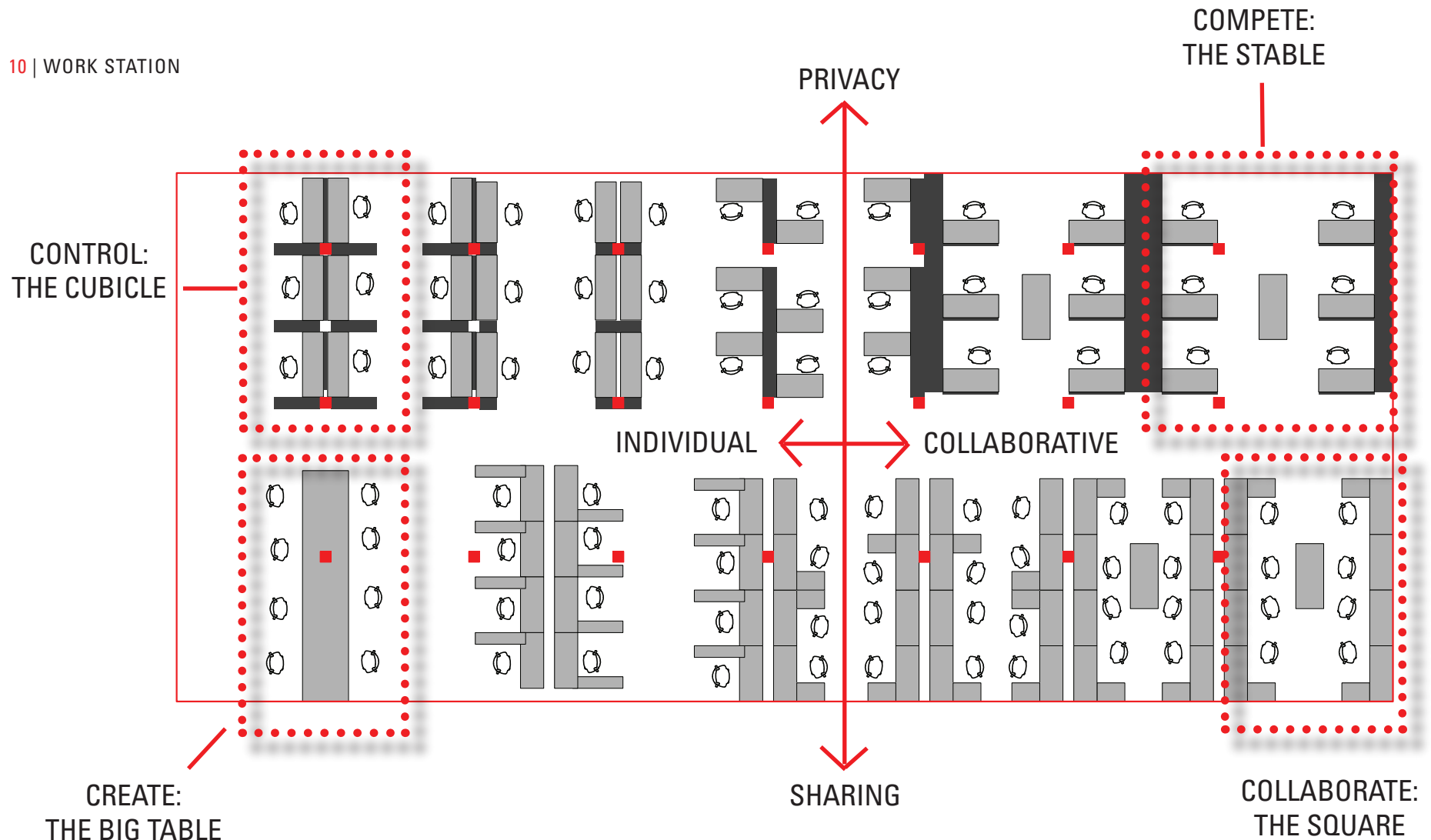
SHARING

ORGANIZATIONAL GRADIENT

Culture may not be uniform throughout an organization: the marketing department, for example, may represent a collaborate culture, while accounting is likely to exhibit a more hierarchical control culture.

Each of these groups will collaborate in some way to further their objectives. However, the level of collaboration and their reasons for meeting may vary considerably.

10 | WORK STATION



COLLABORATE | clan

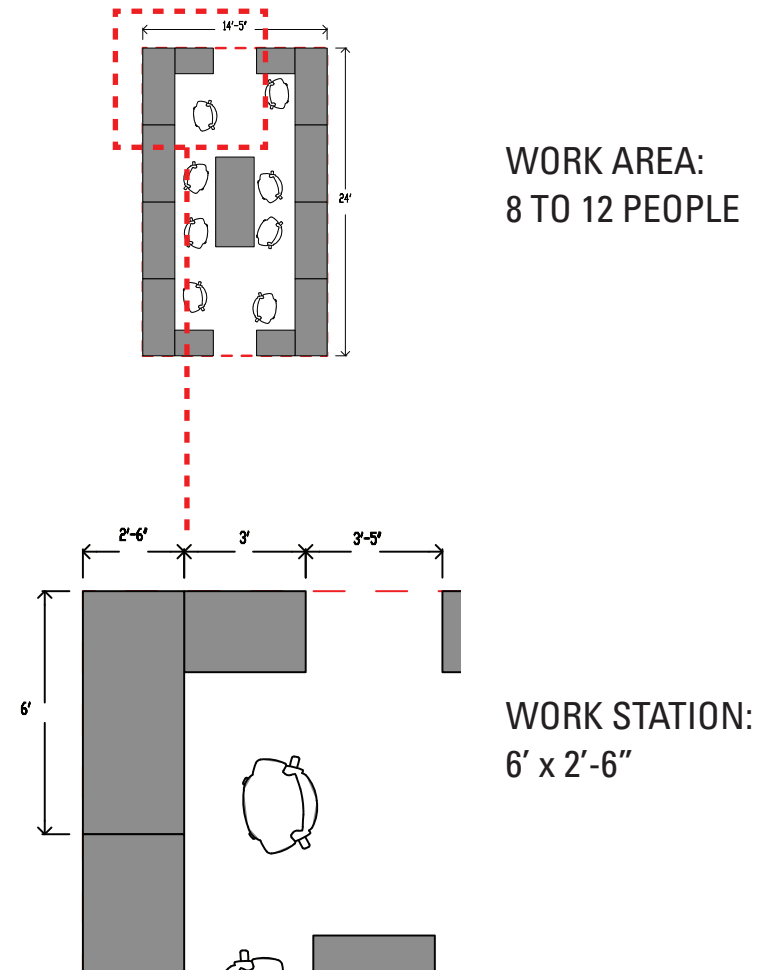
Do things together

- An extended family
- Focus on teamwork
- Group loyalty

Design Implications:

- Individual to group space ratio: low
- Medium enclosure, very flexible
- Collaborative teaming space
- Open environments for communication

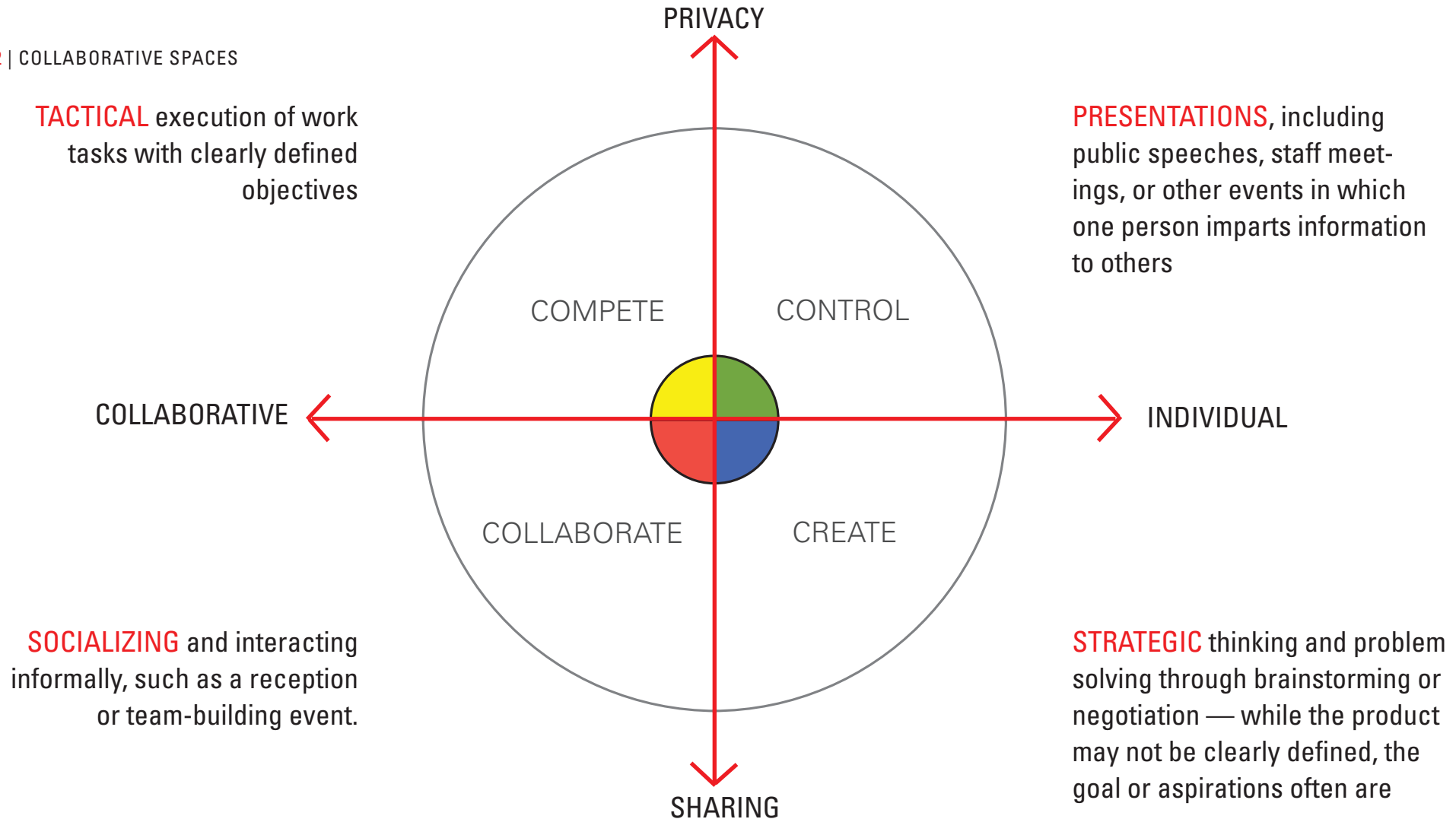
11 | WORK STATION



Why We Meet

Social scientists have identified a variety of reasons for meeting, but generally speaking, they can be distilled into four categories:

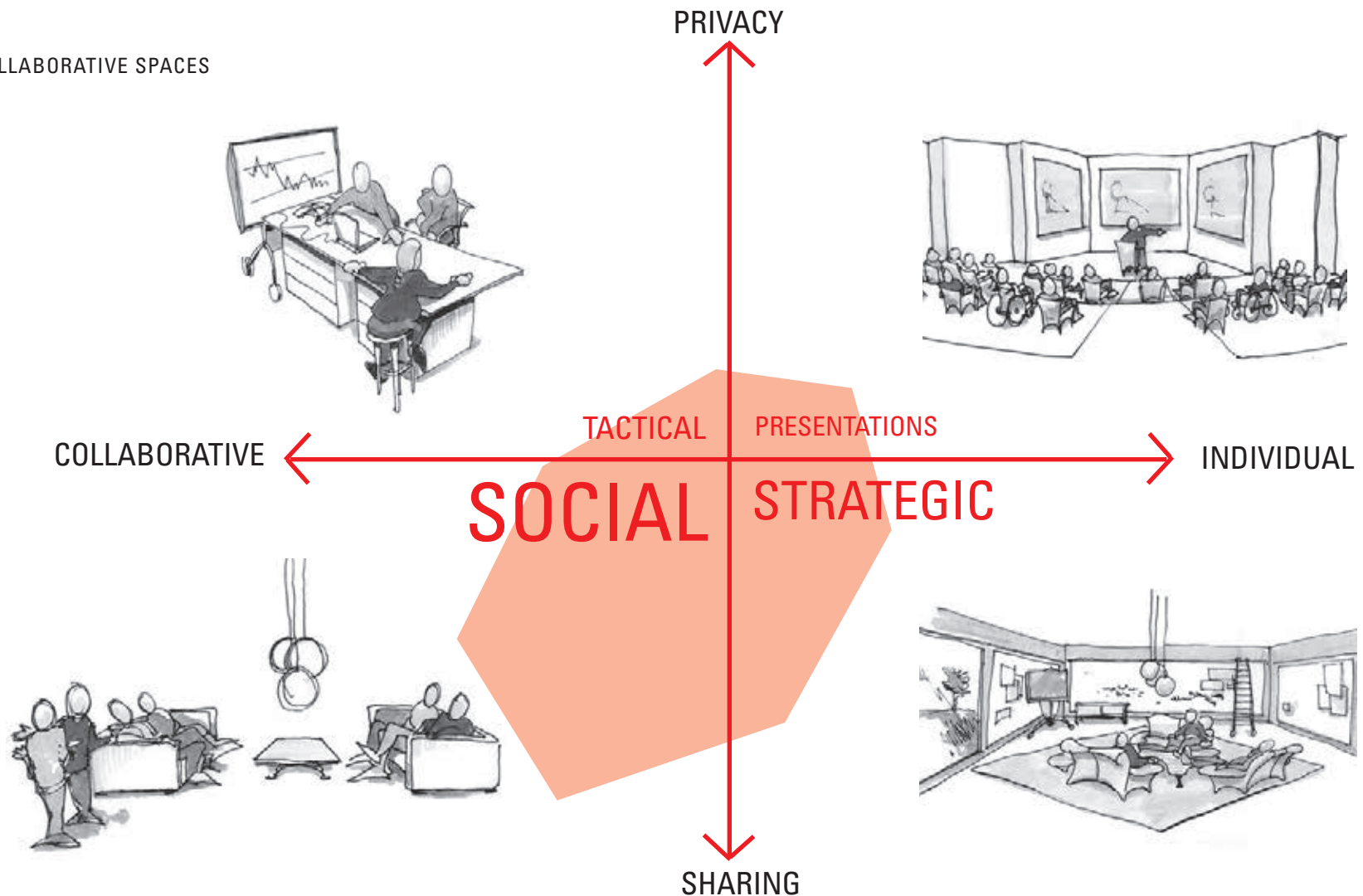
12 | COLLABORATIVE SPACES



Matching Collaboration Needs to Cultures

While workers at Wireless Generation are likely to interact in all four ways, **Social** and **Strategic** collaboration styles are likely to stand out as preferred, best supporting their primary responsibilities and choices.

13 | COLLABORATIVE SPACES



Collaborate Culture

Primary Meeting Preferences: Social

Wireless Generation emphasizes the value of teamwork and operate like an extended family. Team spaces might be used for informal meetings or get-togethers.

They should be free-form and allow for a mix of activities. Additional spaces must also support workers as they meet for specific tasks, strategic sessions, and all-hands meetings.

14 | COLLABORATIVE SPACES



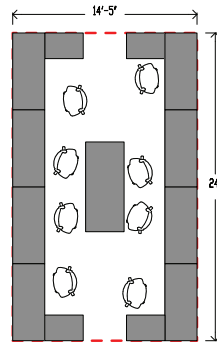
COLLABORATIVE

SOCIAL

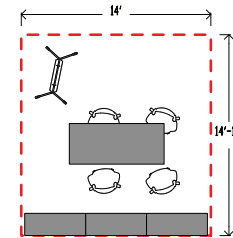


SHARING

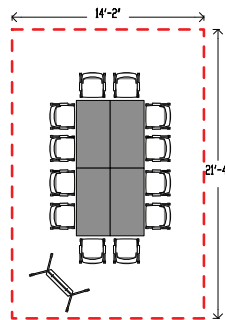
15 | SPACE LAYOUT



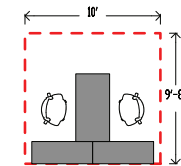
WORK AREA
65 PEOPLE



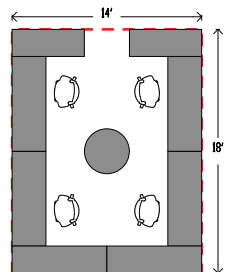
SMALL CONFERENCE
4 PEOPLE
14' x 14'-10"



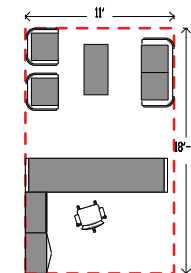
CONFERENCE
12 PEOPLE
14'-2" x 21'-4"



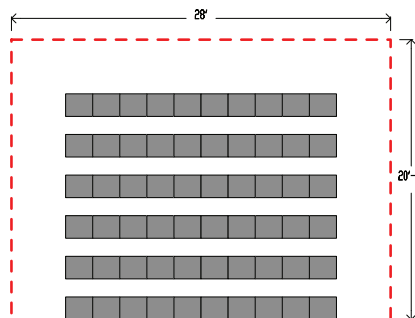
PRIVACY ROOM
2 PEOPLE
10' x 9'-8"



OFFICE
4 PEOPLE
14' x 18'



TR RECEPTION
1 PERSON
11' x 18'-6"



TRAINING ROOM
60 PEOPLE
28' x 20'-8"

PANTRY AREA

TELEPHONE ROOM

MECHANICAL

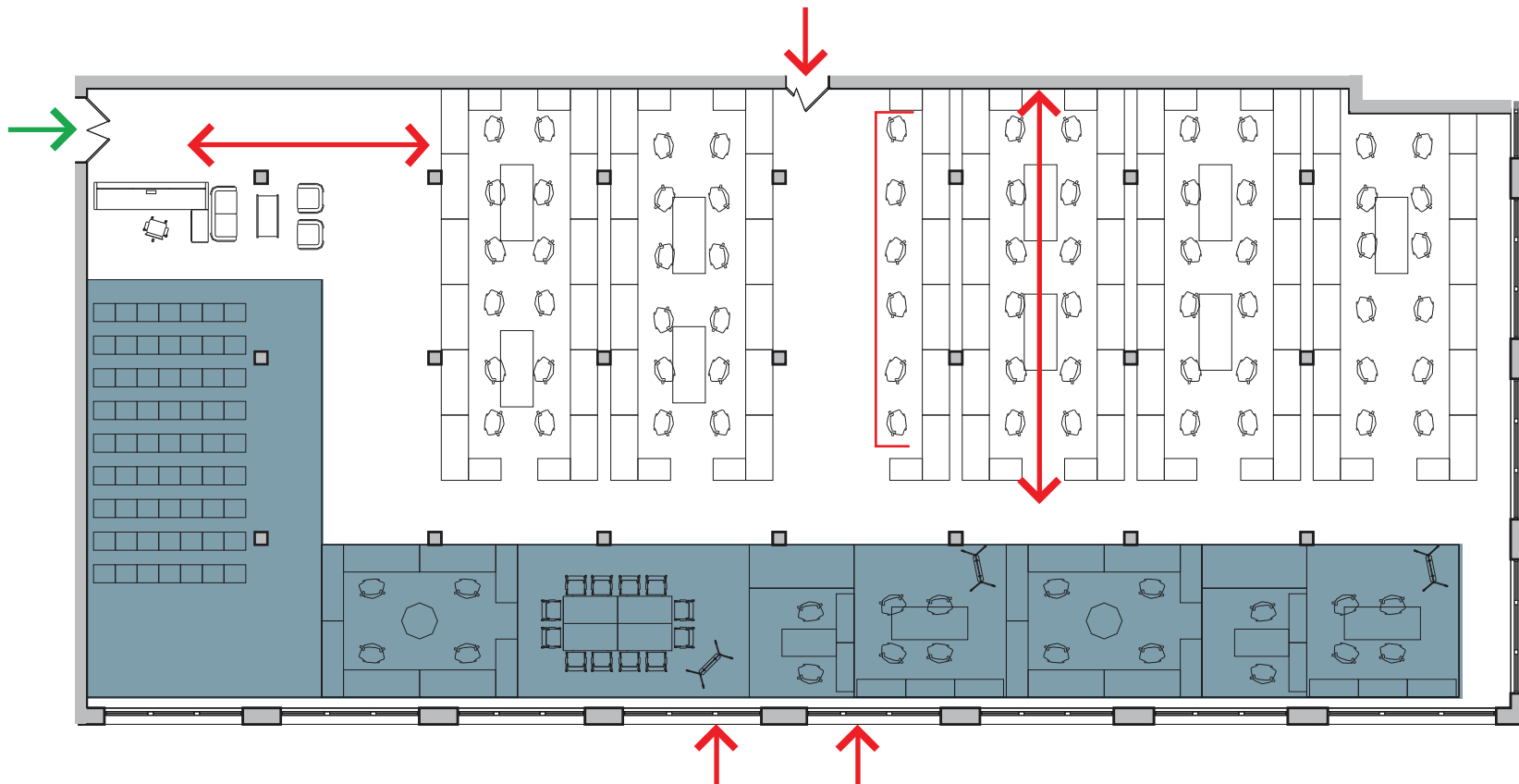
Pros:

- 66 persons
- 12 person teams

Cons:

- Visitor/staff interference
- Uninspired Atmosphere
- Deep bays w/1 access only
- Inefficient corridors
- Blocked view/sunlight

16 | SPACE LAYOUT: 01-A



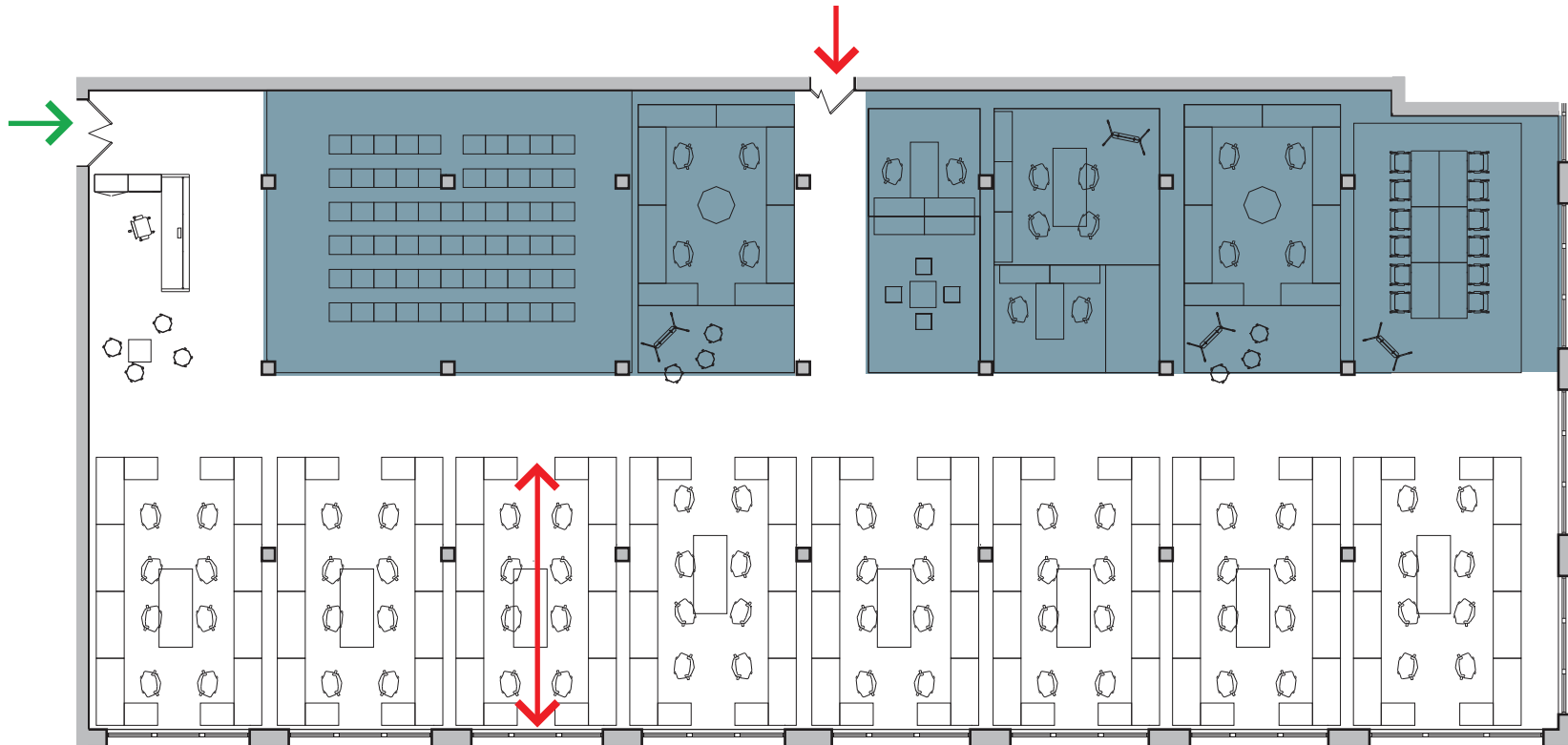
Pros:

- 64 persons
- Separate visitor/staff entry

Cons:

- Rigid team size
- Uninspired Atmosphere
- Single corridor circulation

17 | SPACE LAYOUT: 02-A



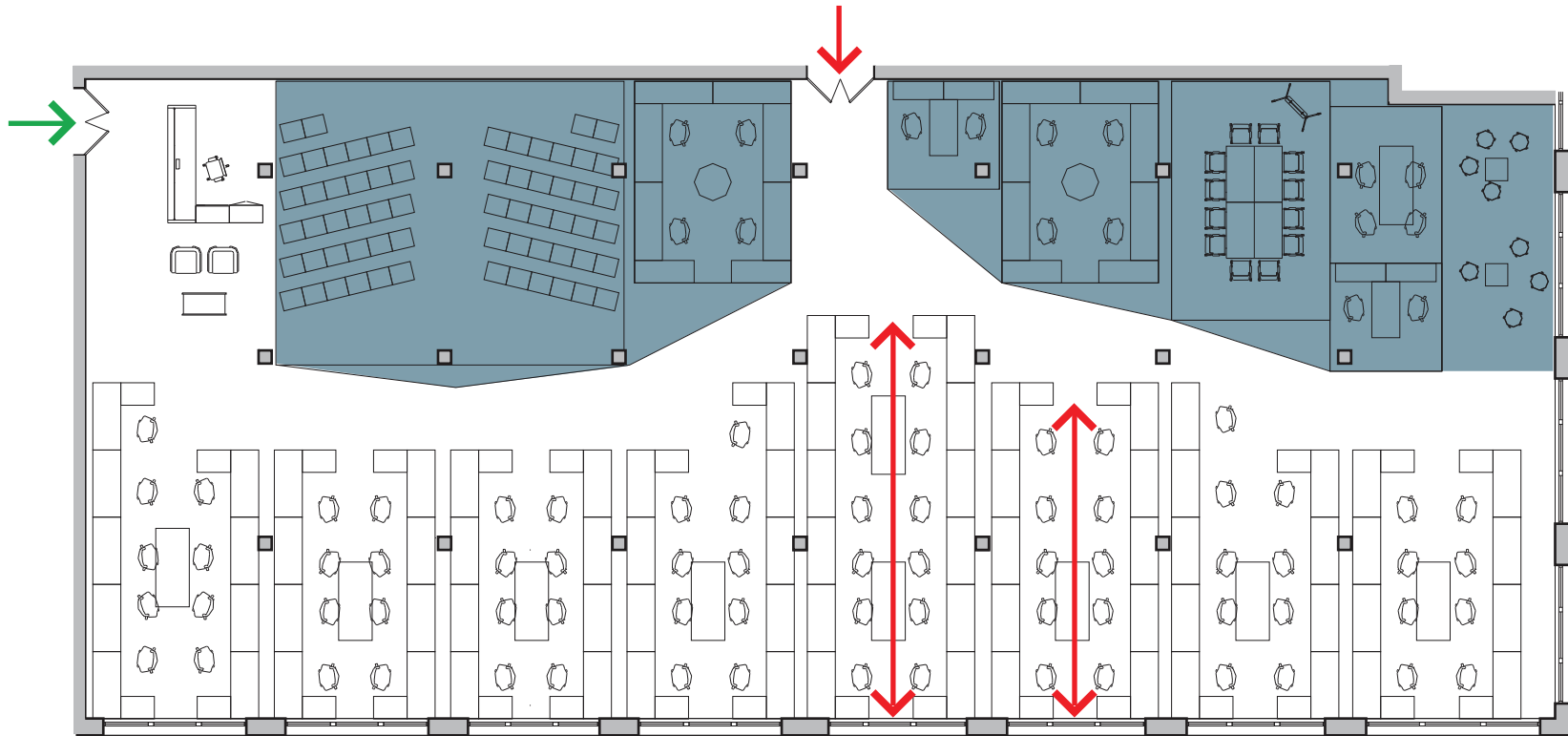
Pros:

- 73 persons
- Spatial Clarity
- Simplicity of Construction
- Flexible team sizes
- Separate visitor/staff entry

Cons:

- Limited interactive spaces
- Only 1 optional office space
- Single corridor circulation

18 | SPACE LAYOUT: 02-B



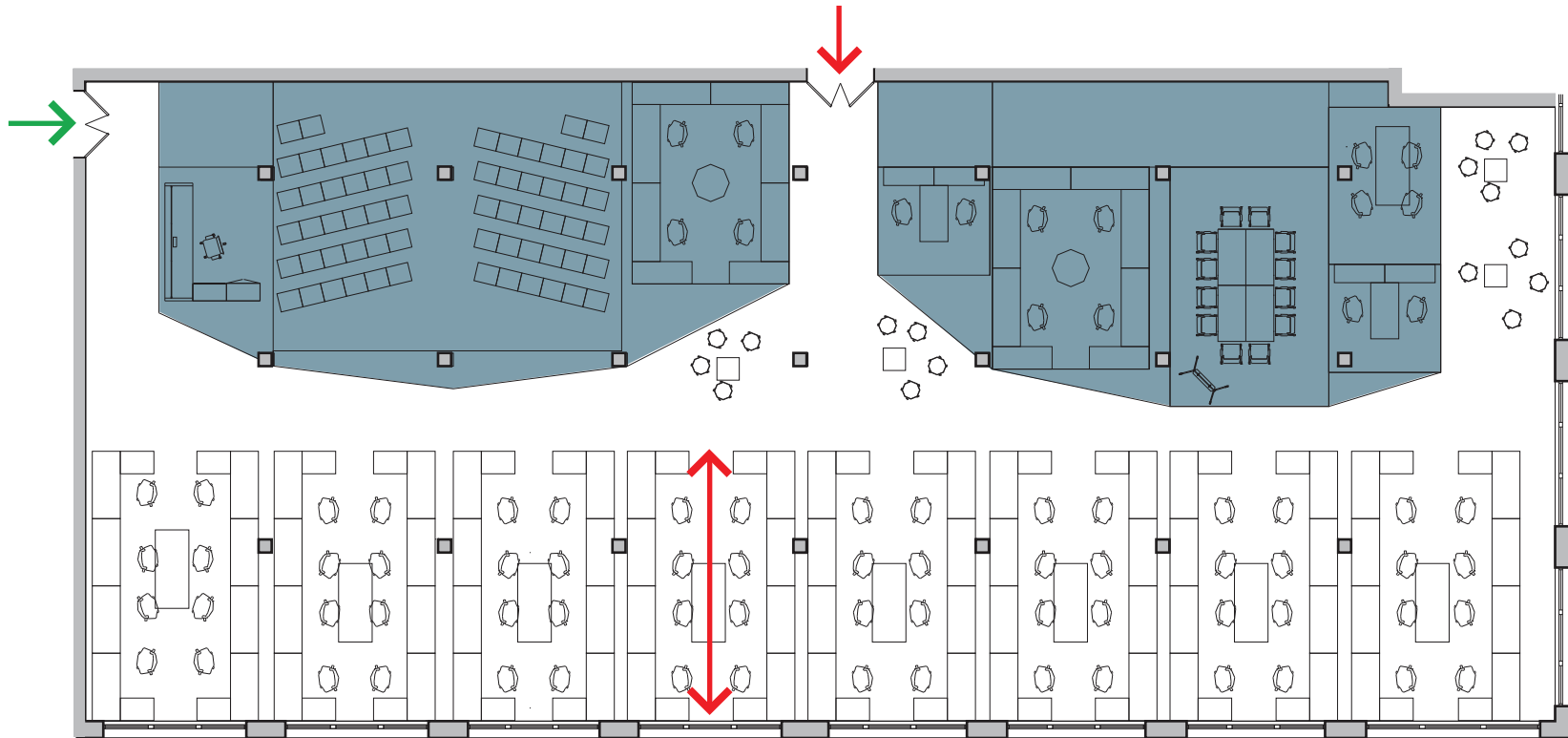
Pros:

- 64 persons
- Spatial Clarity
- Simplicity of Construction
- Separate visitor/staff entry
- Large communal area

Cons:

- Rigid team size
- Single corridor circulation

19 | SPACE LAYOUT: 02-C





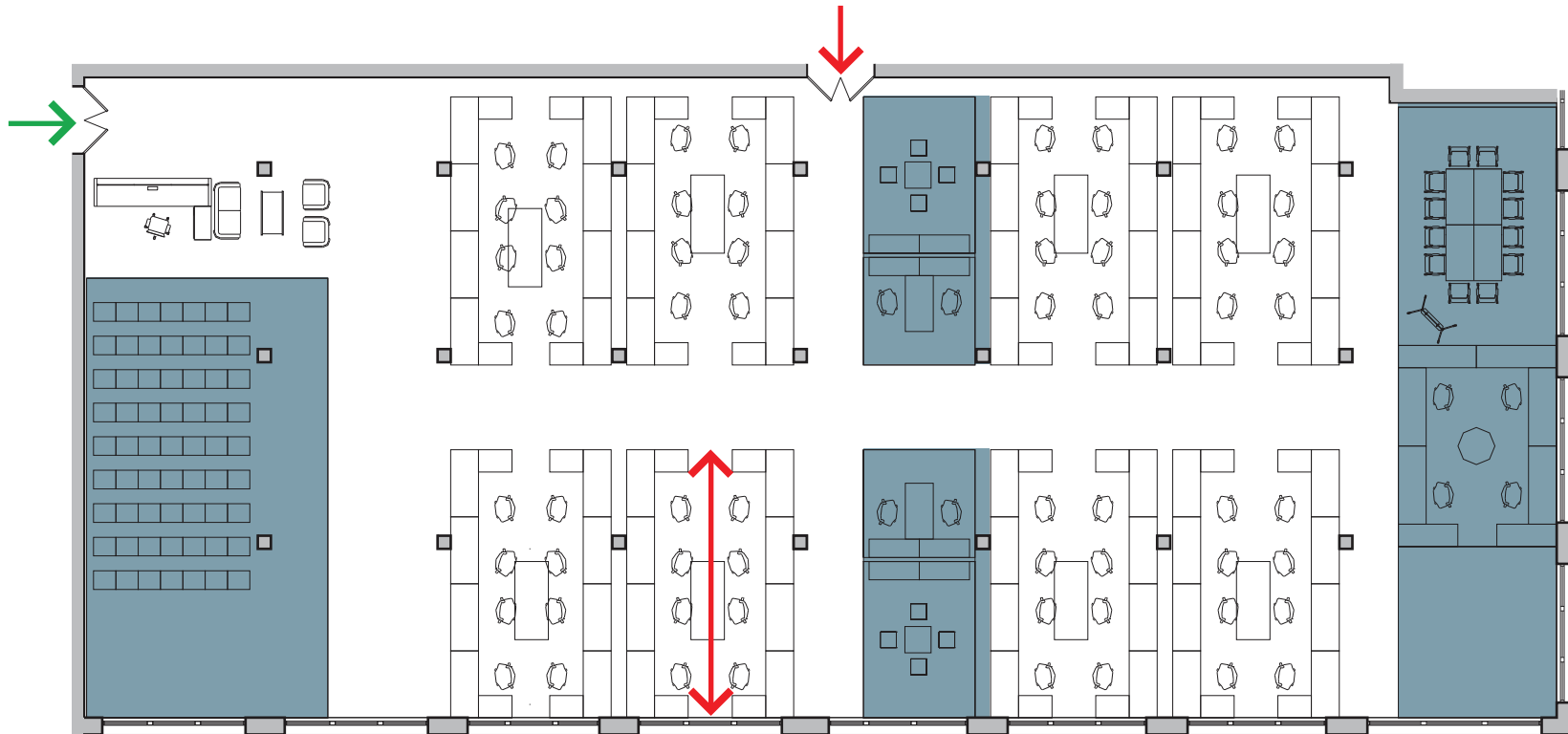
Pros:

- 64 persons
- Separate visitor/staff entry

Cons:

- Rigid team size
- Little WG image potential from space
- Single corridor circulation

21 | SPACE LAYOUT: 03-A



Pros:

- 64 persons
- Rational Circulation
- Balance of private vs open spaces
- Separate visitor/staff entry

Cons:

- Rigid team size
- WG image potential from space
- Single corridor circulation

22 | SPACE LAYOUT: 03-B



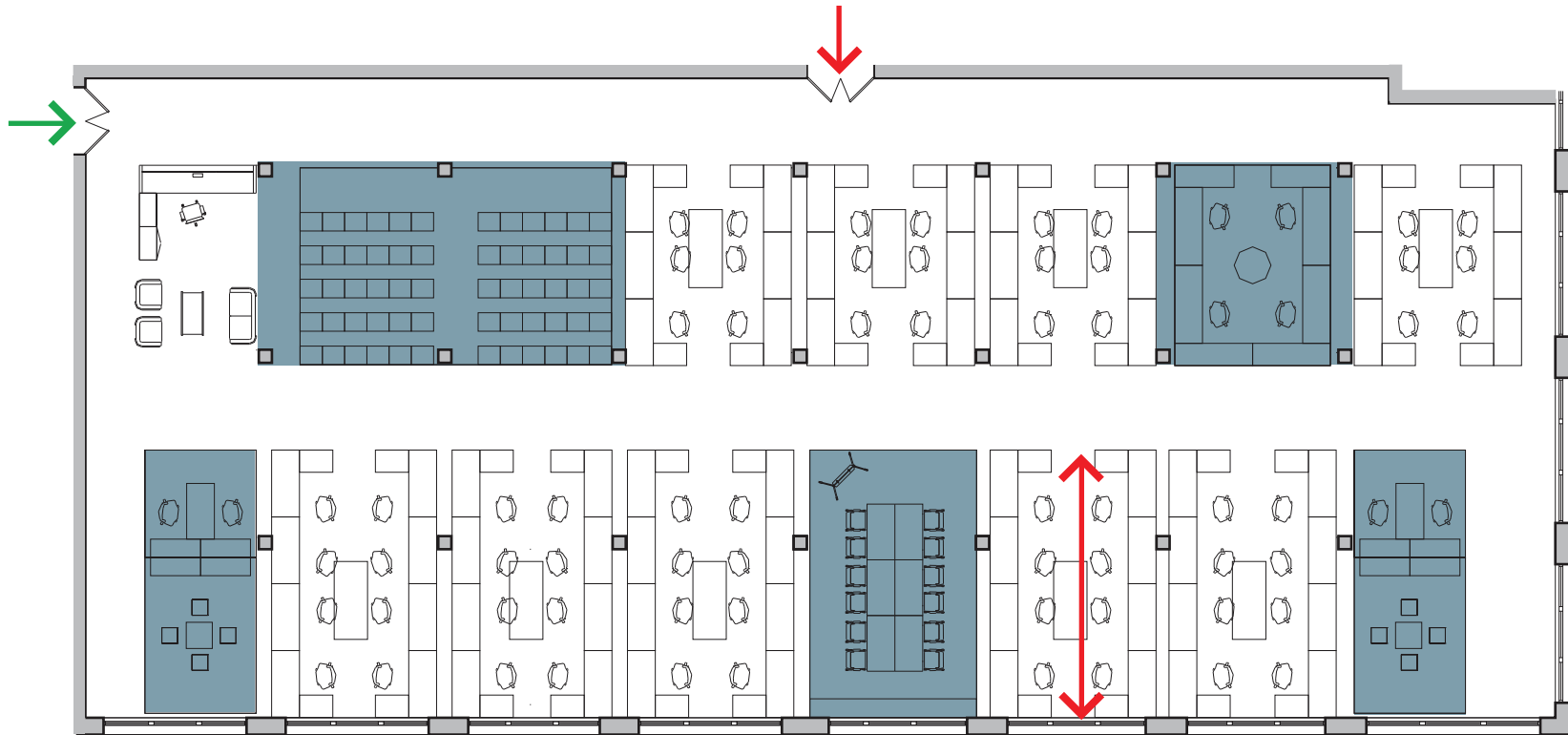
Pros:

- 64 persons
- Rational Circulation
- Balance of private vs open spaces
- Separate visitor/staff entry
- 2 corridor circulation

Cons:

- Rigid team size

23 | SPACE LAYOUT: 03-C





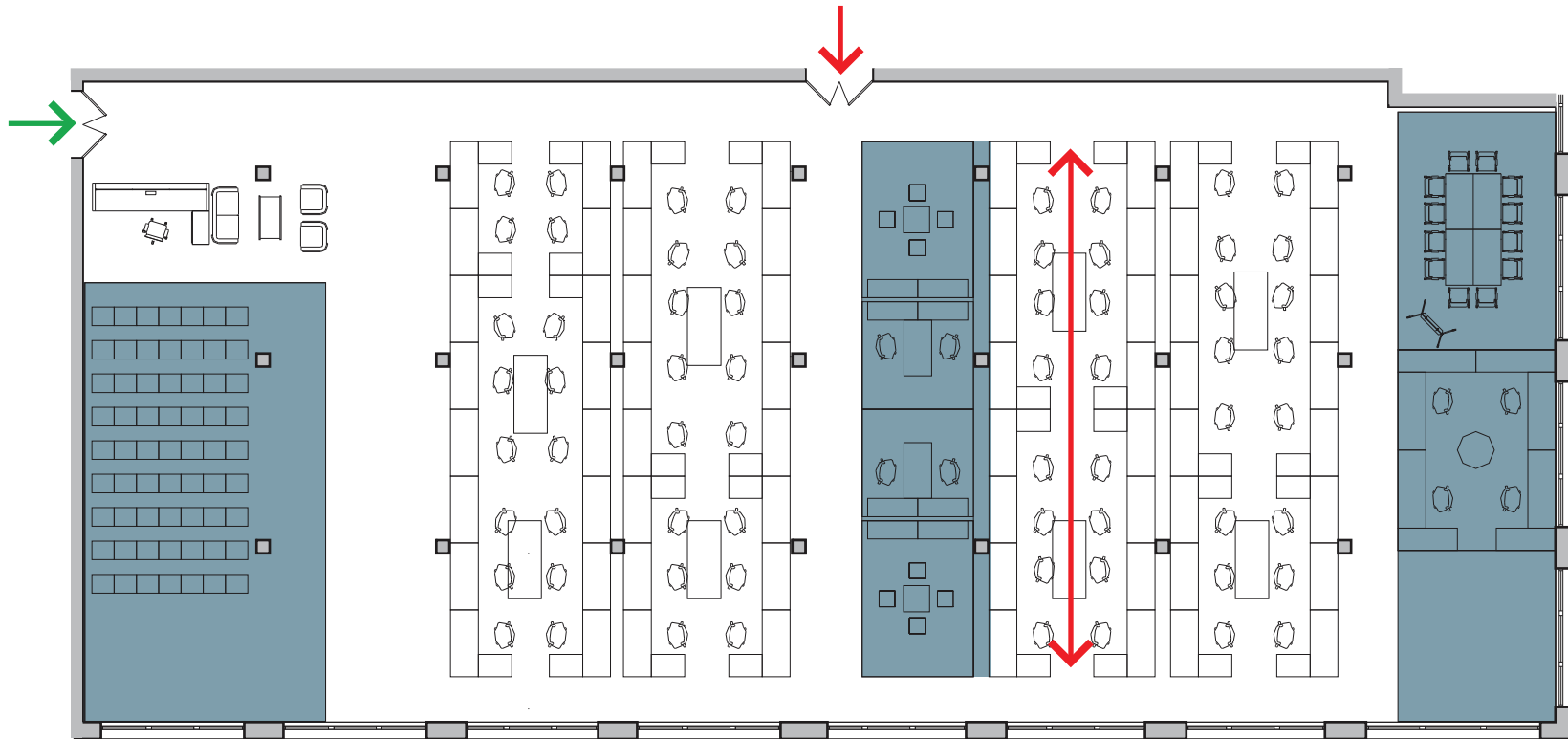
Pros:

- 64 persons
- Separate visitor/staff entry
- 2 corridor circulation
- Large wall areas for writing

Cons:

- Daylight obstructed
-
-
-
-

25 | SPACE LAYOUT: 04-A



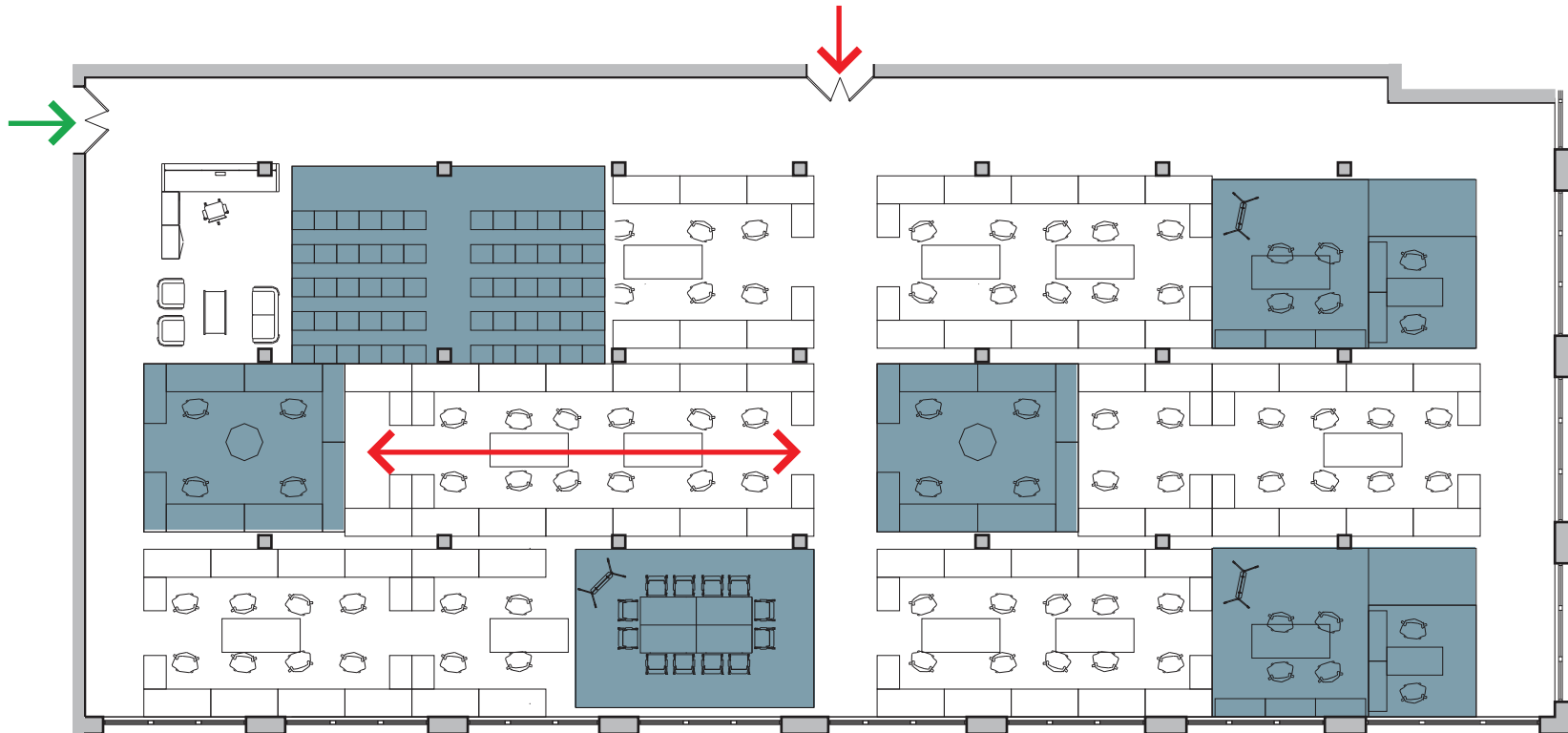
Pros:

- 64 persons
- Clear spatial definition & identity
- Fluid Circulation
- Large wall areas for writing
- Flexible team sizes

Cons:

- Small seminar room
- Awkward circulation

26 | SPACE LAYOUT: 04-B



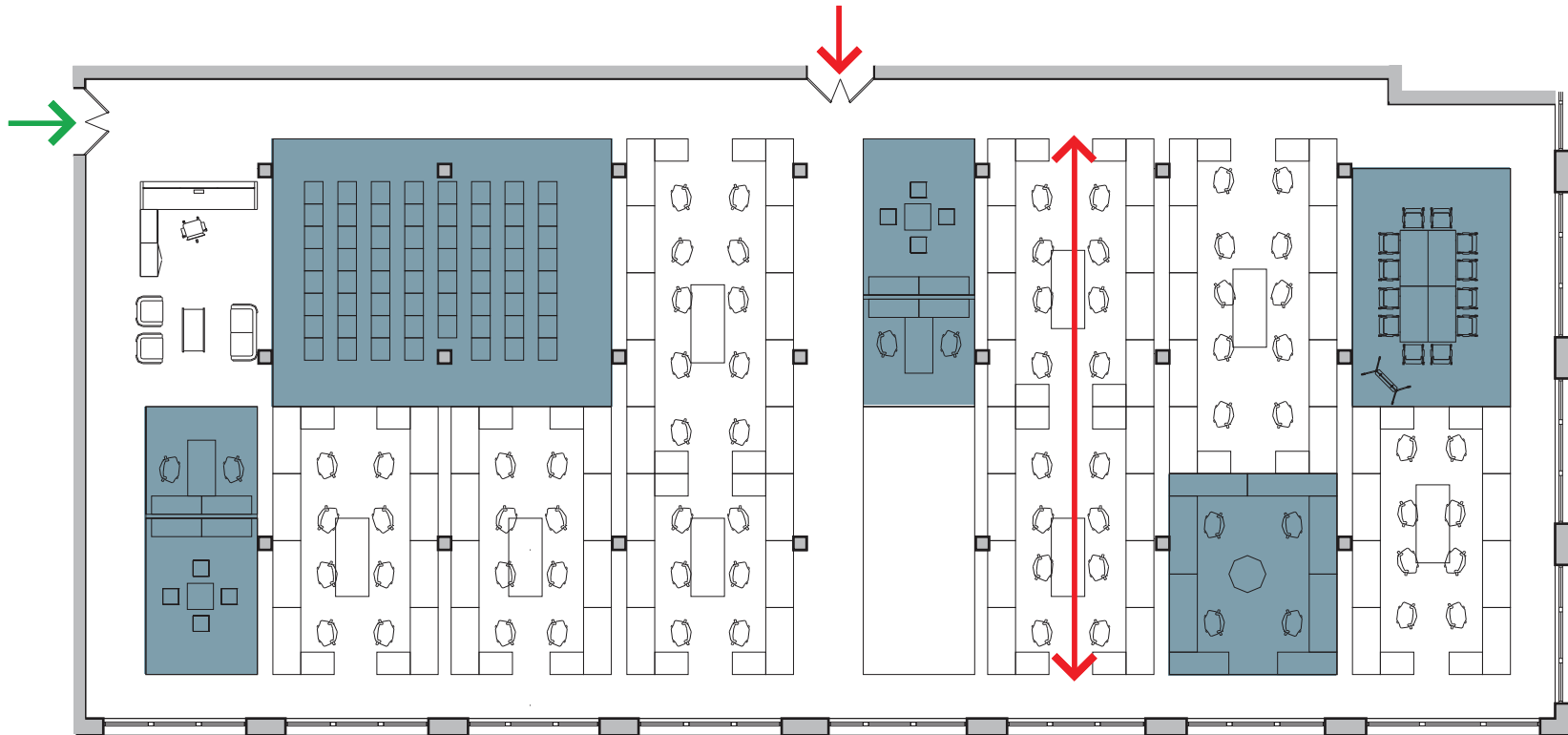
Pros:

- 66 persons
- Clear spatial definition & identity
- Fluid Circulation
- Large wall areas for writing
- Ideal theatre configuration

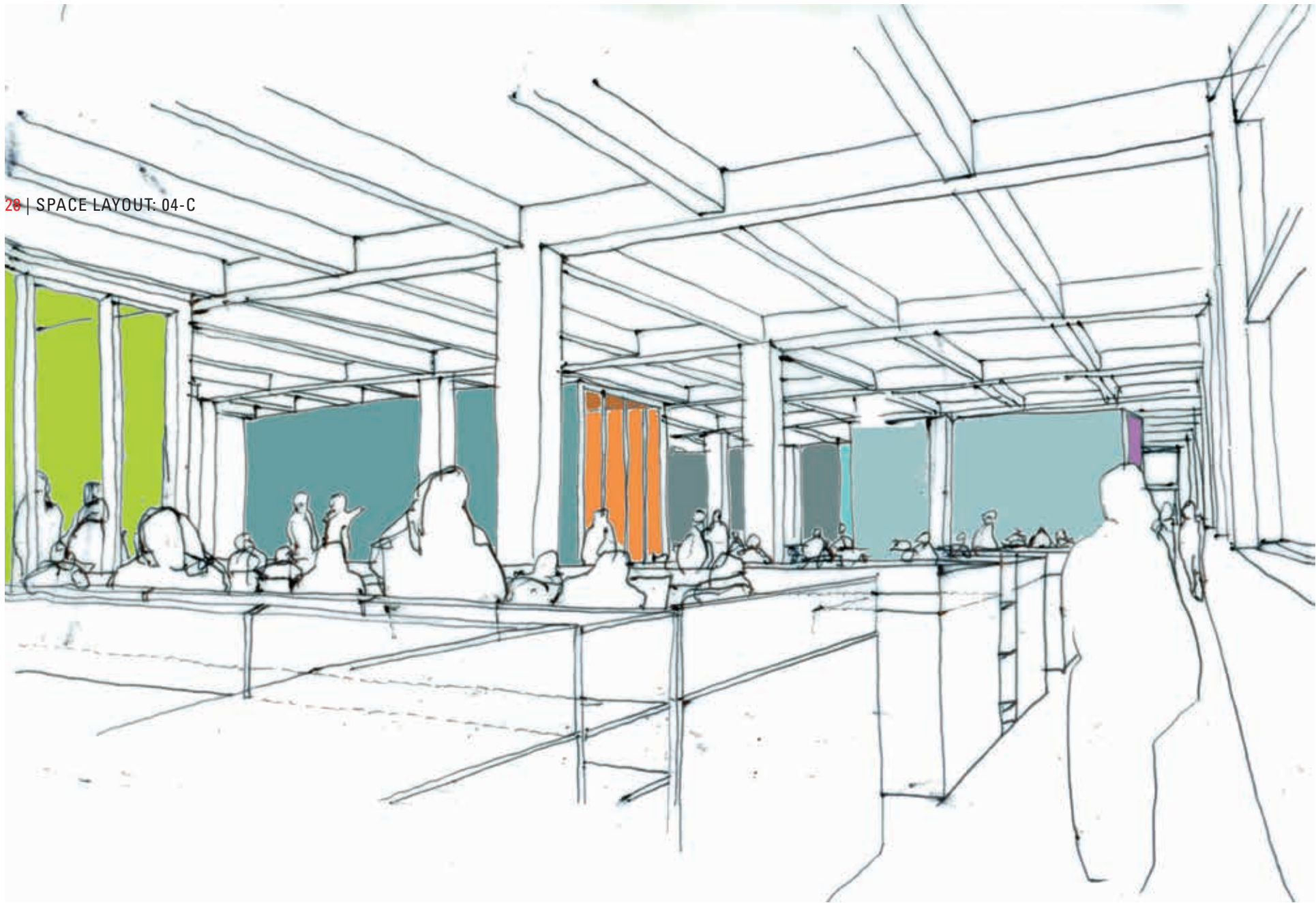
Cons:

- Daylight sometimes obstructed

27 | SPACE LAYOUT: 04-C



28 | SPACE LAYOUT: 04-C

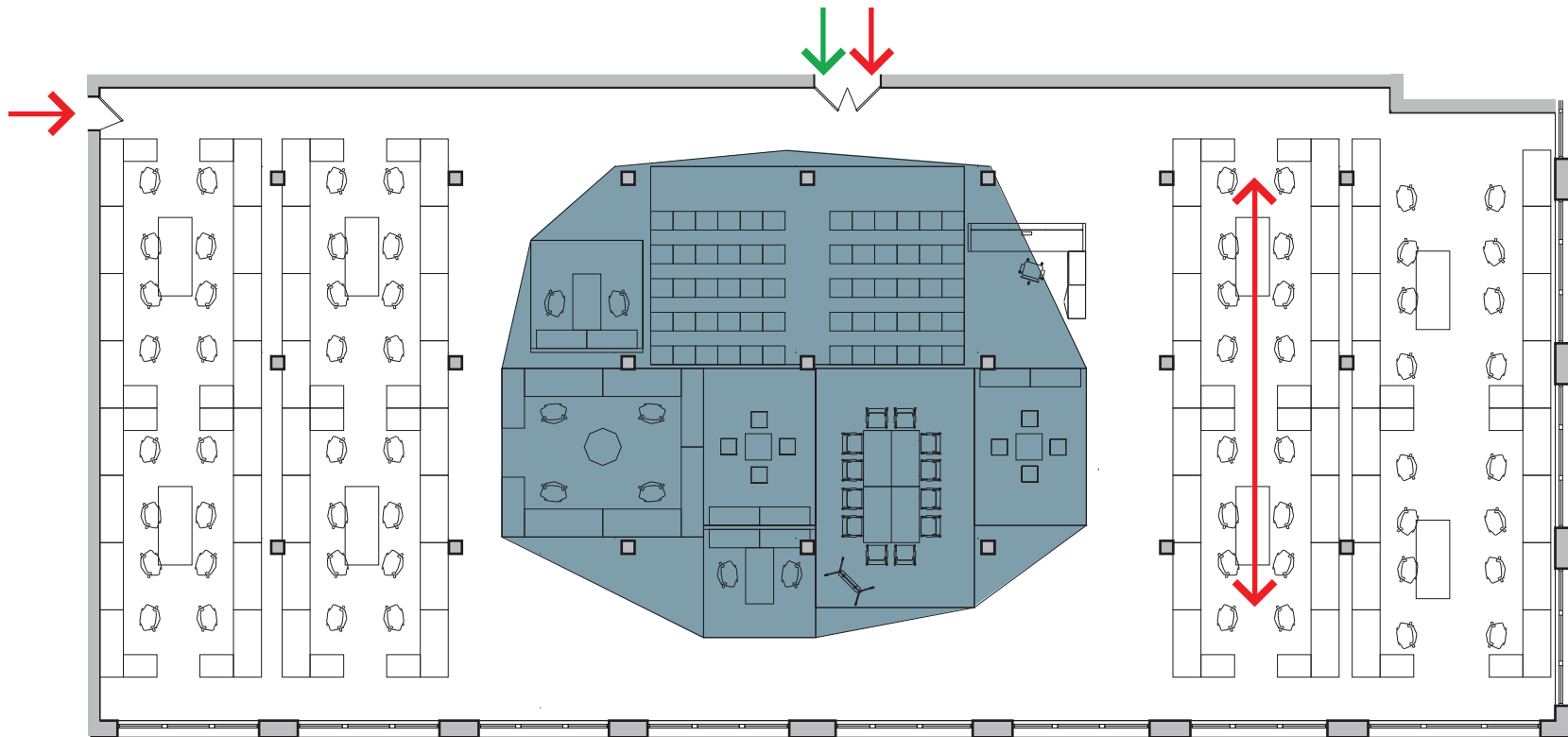


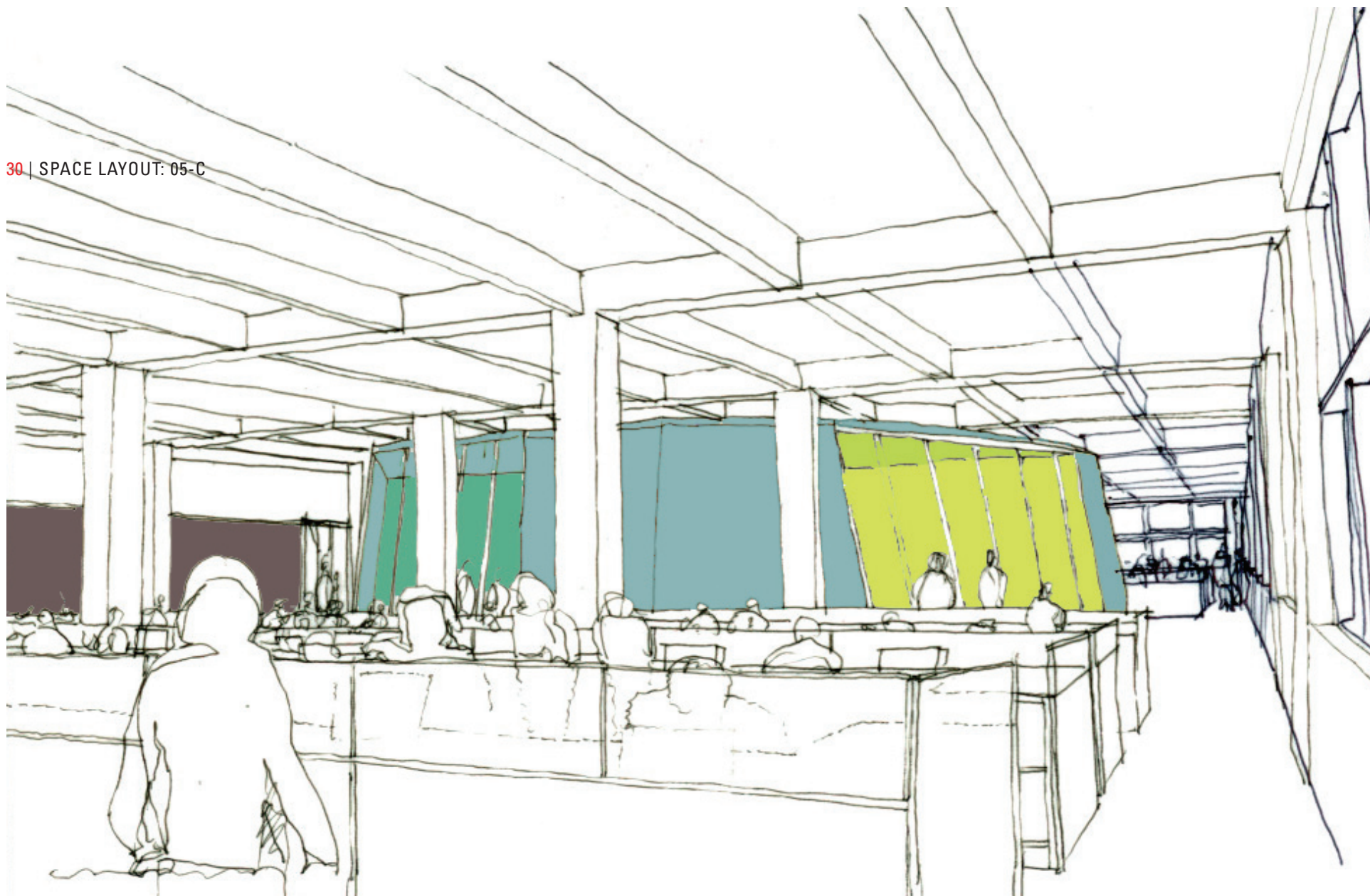
Pros:

- 64 persons
- Spatial Clarity & iconic element
- Strong sense of community
- Good circulation
- Flexible team sizes

Cons:

29 | SPACE LAYOUT: 05-C





31 | SPACE LAYOUT: ALL

